

Case Study

DriveTime

Client: W.O. Bankston Enterprises
Publication: *DriveTime*
Audience: Lincoln, Mercury, Saab, Nissan, Ford owners
Frequency: Quarterly
Launch Date: 1983
Circulation: 120,000 issues per quarter
Specifications: 4-12 pages, 4-color, customized by brand with perforated service coupons
Cost per copy: 42¢ to 75¢ per copy mailed

Newsletter Challenge

In the cluttered world of local automotive advertising, how does one dealership distinguish itself from the competition? For W.O. Bankston, the answer was simple: create a newsletter to communicate with their target audience, and position themselves as the dealership which is a cut above the competition. With their background in full-service advertising, **The Newsletter Company** created *DriveTime*, a quarterly publication with an editorial mix that included interesting travel destinations within driving distance, profiles of notable customers, and even restaurant reviews. New vehicle models were featured with full-page, 4-color advertisements created by **The Newsletter Company**. And to drive traffic into the dealership, service coupons customized by vehicle make were offered on the back cover of each newsletter edition.

Results

Coupon redemption for *DriveTime* ranged from 2% to 9% per issue. Many of the dealerships affixed the service coupons to the repair orders in order to tabulate quarterly results. Repair orders per brand ranged from \$38,000 to \$168,000 each issue. The most impressive result, however, was that during the years *DriveTime* was mailed, W.O. Bankston Lincoln Mercury garnered a whopping 50% share of the service business from its six competing dealers, and was Ford's #1 service facility in the USA for 12 consecutive years.



Client Feedback

"I'd rather keep a customer than try to acquire a new one. *DriveTime's* quarterly message to my customers makes it hard to forget us — the dealership that's caring for their car. And with the coupons on the back cover, our customers aren't going anywhere else for service."

— John Keith, Parts & Service Director

"The #1 goal of any dealership should be customer retention. It just costs a lot less to keep a customer than to acquire a new one."

— Jimmy Bankston, President



**The Newsletter
COMPANY**

A Division of McKinley Communications

1-800-828-7198

www.thenewslettercompany.com